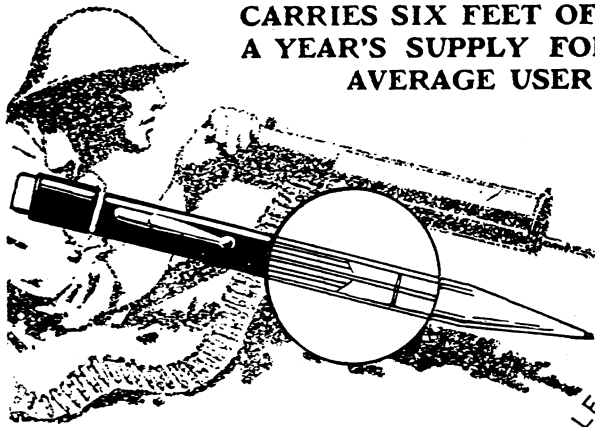


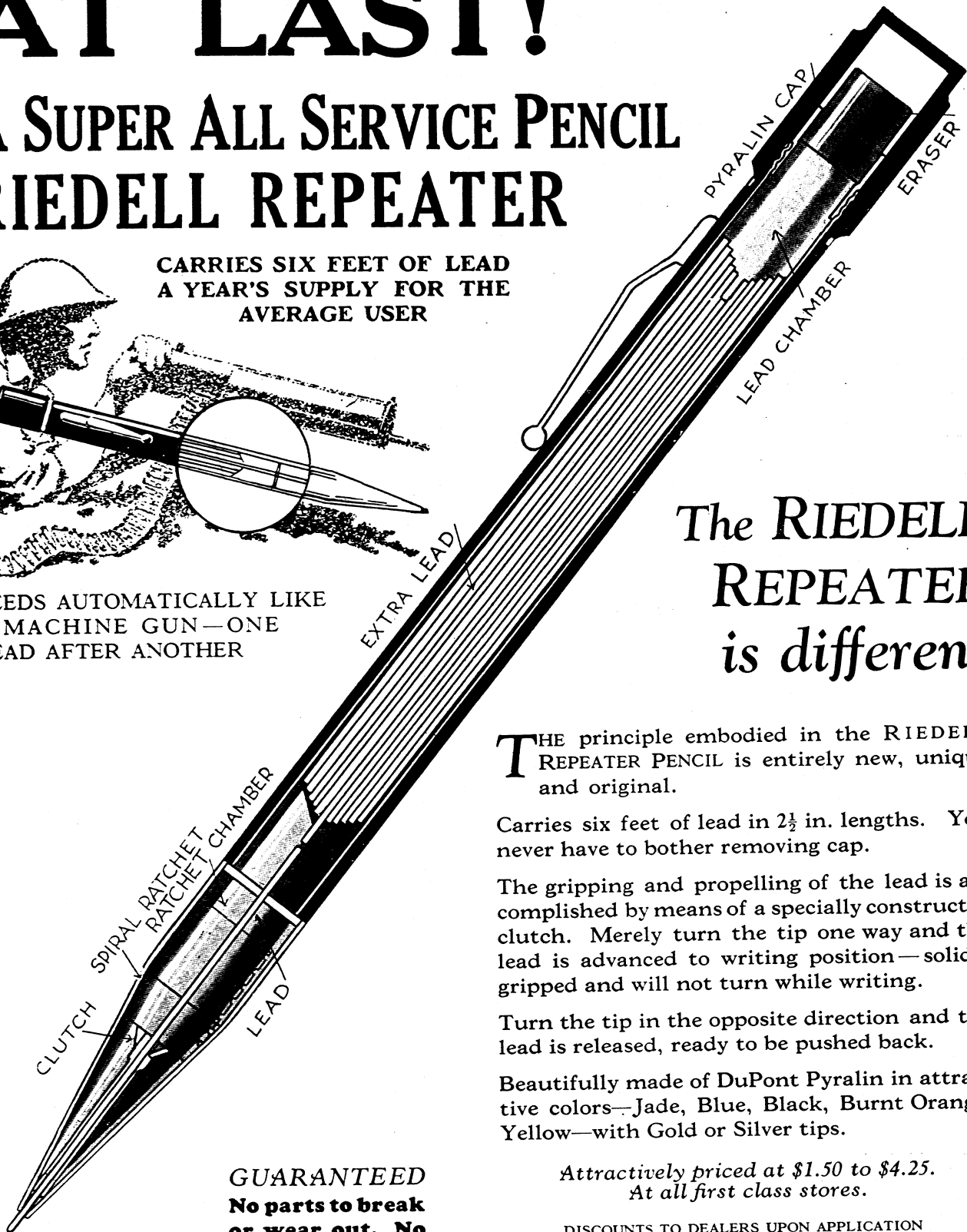
# AT LAST!

## A SUPER ALL SERVICE PENCIL RIEDEL REPEATER

CARRIES SIX FEET OF LEAD  
A YEAR'S SUPPLY FOR THE  
AVERAGE USER



FEEDS AUTOMATICALLY LIKE  
A MACHINE GUN—ONE  
LEAD AFTER ANOTHER



The RIEDEL  
REPEATER  
*is different*

**T**HE principle embodied in the RIEDEL REPEATER PENCIL is entirely new, unique and original.

Carries six feet of lead in 2½ in. lengths. You never have to bother removing cap.

The gripping and propelling of the lead is accomplished by means of a specially constructed clutch. Merely turn the tip one way and the lead is advanced to writing position—solidly gripped and will not turn while writing.

Turn the tip in the opposite direction and the lead is released, ready to be pushed back.

Beautifully made of DuPont Pyralin in attractive colors—Jade, Blue, Black, Burnt Orange, Yellow—with Gold or Silver tips.

*Attractively priced at \$1.50 to \$4.25.  
At all first class stores.*

DISCOUNTS TO DEALERS UPON APPLICATION

**GUARANTEED**  
**No parts to break**  
**or wear out. No**  
**springs to replace**

**The RIEDEL CORPORATION**  
217 Broadway    ::    ::    New York

A PEN  
MEN BUY  
FOR  
THEMSELVES

THE SATURDAY EVENING POST  
December 8, 1924

BUYING A PEN  
"FOR KEEPS"



The man who appreciates a finely made motor car, an accurate watch, a perfectly balanced golf club, will quickly add The Carter Pen to his "favorites." And it will be "for keeps." The Carter Pen is built for long and faithful service. . . . You need not experiment before the Carter Pen has fitted to your hand. Then put this pen through every test you can conceive of how well a fountain pen can be made, and how smoothly and easily it can write. . . . You may want a desk stand, as well as a pen for the pocket—speaking of pockets, The Carter Hucker Spring Tip is built to grip firmly, release instantly and keep the pen safe, or you may want an attractive pen and pencil set for her. All Carter Pens are tipped with

osmiridium—the most durable material known, and the smoothest. . . . Made in beautiful blue or green unbreakable Coralite. \$2.00 and \$3.00 pens are unconditionally guaranteed. If not carried by your dealer, please write us.

THE CARTER'S INK COMPANY  
Boston New York Montreal Chicago

YOU KNOW THE INK

SEE THE RIGHT INK for permanent writings and all business purposes—see Blue-Black, Carter's Blue or Fountain Pen Ink. 2-ounce and 4-ounce bottles. Performance is not equalled. See Blue and Water's Blue-Black, Carter's Blue, Green Blue.

THE CARTER PEN

And the kind that is appreciated as a gift.

The Carter Pen is bought both for "looks" and for the service it will give. Free, tireless and smooth writing, made possible by the smooth OSMIRIDIUM POINT; the excellent balance and the even flow of ink from the point. Beautiful barrels and caps of Green, Blue and Red Coralite.

If you have not had the opportunity to see and to consider the Carter Line, it will be well worth your time. An illustrated catalog in colors will be sent if you request it. The Carter representative has full information on both sales and advertising that he will be glad to explain to you.

COLOR PAGES — COLLIER'S  
FULL PAGES—SAT. EVE. POST

This series of full pages in colors and black and white with unusual illustrations, is attracting wide attention and favorable comment. Frequent insertions during the best buying seasons is benefiting every Carter Pen dealer.

Send For Advertising Broadside

Let us send you an illustrated broadside showing the complete campaign—it will give you the full picture of what we are doing to make the public conscious of and favorable to the Carter Pen.

THE CARTER'S

ESTABLISHED



INK COMPANY

1858

- WRITING INKS :: FOUNTAIN PENS :: MECHANICAL PENCILS  
CICO PASTE :: MUCILAGE :: STAMP PADS :: SHOW CARD COLORS  
CARBON PAPERS :: TYPEWRITER RIBBONS  
BOSTON :: NEW YORK :: CHICAGO :: MONTREAL

## PENS AND PENCILS

Chicago, Ill.—H. E. Waldron has returned from a trip to Minneapolis, where he conducted a sales conference for Sheaffer salesmen in the northwest territory.

Chicago, Ill.—Charles E. Mueller, of the pencil department, Joseph Dixon Crucible Company, took his family to New Rome, Ind., in August for the annual vacation.

Chicago, Ill.—John Udan, of Burnap-Mayer, Inc., Kansas City, Mo., visited the district office of Eberhard Faber in August. He was on his way to spend a vacation in Northern Wisconsin.

Chicago, Ill.—Hamilton W. Kendrick, manager in this territory for the American Lead Pencil Company, will make his first fall trip to the northwest states early in September.

Chicago, Ill.—The Swanberg Manufacturing Company has amended its charter, changing its name to the Johnson-Chelton Manufacturing Company. No change of product is involved.

Chicago, Ill.—Paul R. Mahoney has resigned as foreign sales director for The Wahl Company, to become export manager for The B. F. Goodrich Company. A. A. Herschler has succeeded Mr. Mahoney in the Wahl organization. Mr. Herschler had represented the company at Paris and London in the past.

Chicago, Ill.—The first floor of the local service station of the L. E. Waterman Company has been rearranged to give more seclusion to the wholesale customers. Their section of the store has been isolated from the general public by cutting off part of the store by means of a display counter. This facilitates concentration, as there are no interruptions.

Chicago, Ill.—The Chicago branch of the W. A. Sheaffer Pen Company has found it necessary to expand again, due to the demands of dealers in the Chicago territory. A few months ago the branch offices were enlarged. Even these increased facilities did not suffice, so H. E. Waldron, vice-president and general sales manager, has taken another office adjoining the present branch establishment.

Fort Madison, Iowa.—Mr. and Mrs. W. A. Sheaffer have returned from a recreation trip to Banff, in the Canadian Rockies. While in the Dominion they also visited Vancouver and Winnipeg.

Jersey City, N. J.—Harry W. Armstrong, assistant treasurer of the Joseph Dixon Crucible Company, spent his vacation in the middle west and the Great Lakes region.

New York, N. Y.—Craig Sheaffer, treasurer of the W. A. Sheaffer Pen Company, was in New York on business last month.

New York, N. Y.—The Eclipse Pen Company is operating under a receiver in equity. The business was devised by the late Marx Finstone to his son, and the receivership was arranged to conserve his interests.

San Francisco, Calif.—L. A. Wagner, coast pencil man for the Joseph Dixon Crucible Company, was found in his San Francisco office, just snapping back into work again after a two weeks' vacation. He said that he and his family had driven a little everywhere, but the pleasantest part was when they stayed in Los Altos amid fruit orchards, but within an hour's drive of a fine beach. C. H. Colby, of the same company, has returned from his vacation, and Charles C. Nunn left for his regular fall trip early in August. Mr. Wagner said that he is finding the volume of business pretty good.

Wilmington, Del.—The Universal Pen Company has been chartered to deal in pens, pencils, and writing devices of all kinds; capital stock, 1,000 shares no par value; A. K. Lane, charter representative, Wilmington.

### India Attractive Market for Good Pens and Pencils

Commerce Reports]—American manufacturers of expensive stationery articles, such as high grade fountain pens and pencils, have built up a considerable business in India. The Indian merchants will not bear the cost of advertising. The American manufacturers conduct their campaigns on modern lines, including personal visits.

### Commerce Department Bulletin on Baltic States

The United States Department of Commerce has issued Trade Information Bulletin No. 569, "The Baltic States—Estonia, Latvia and Lithuania—A Short Review of Resources, Finance and Trade." Copies can be obtained for ten cents in cash from the Superintendent of Documents, Government Printing Office, Washington, D. C., or at the district and cooperative offices of the United States Bureau of Foreign and Domestic Commerce. The review presents the basic economic conditions of the three states. It gives a clear appreciation of



## DE LUXE BRIDGE SET

(Hand Decorated)

**STRONG.** Made with exclusive cold rolled steel frames, BEACON furniture cannot break down or collapse.

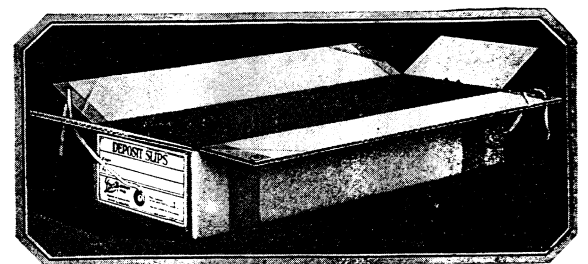
**COMFORTABLE.** Ample seat space, correct tilt and full back support insure comfort.

**ADAPTABLE.** There is a BEACON design for every need. The Home, the Church, the School, Lodge Hall, Auditorium or Outdoor Park.

**DECORATIVE.** A choice of eleven colors and twenty kinds of seat coverings (or wood) permit any color scheme to be matched.

Both Chairs and Table fold flat to a thickness of 1½ inches

**Beacon Steel Furniture Company**  
1701-9 Twenty-second Street  
Chicago



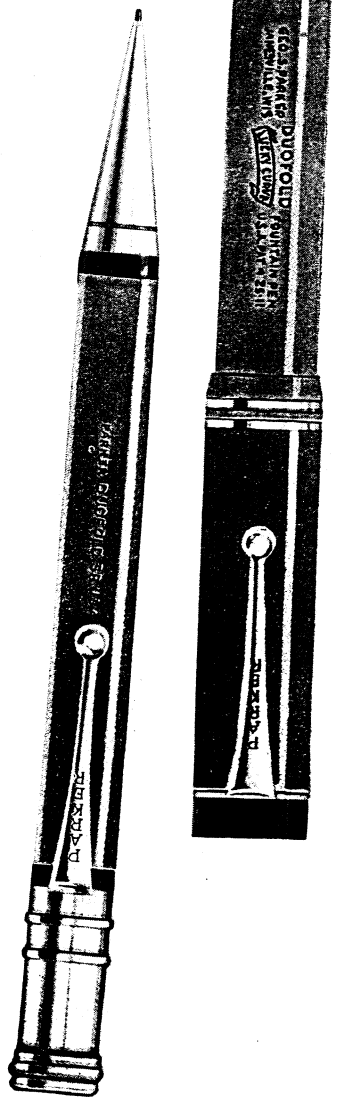
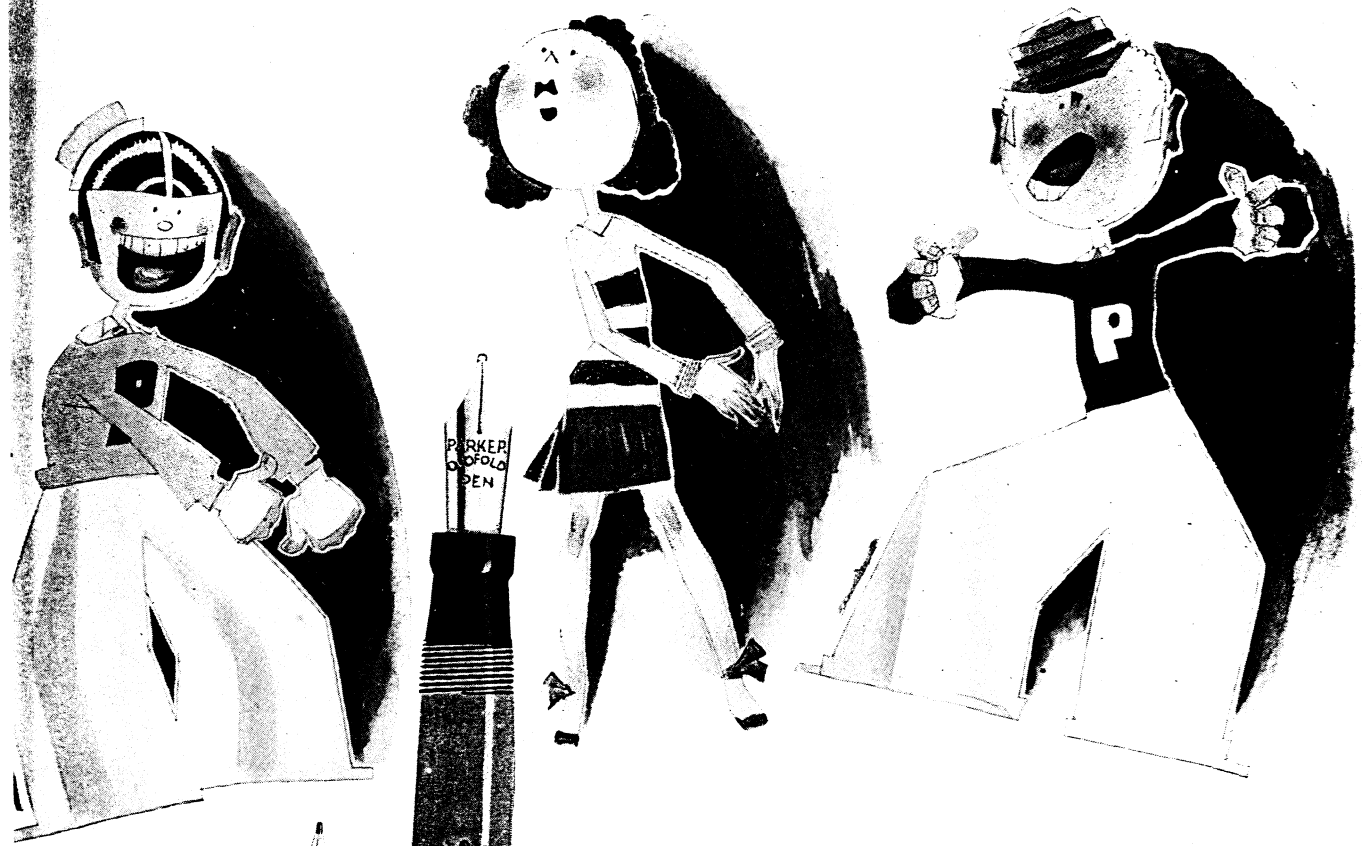
## Liberty COLLAPSIBLE Storage Filing Boxes

**R**ATED stationers, who are not handling "the LIBERTY line," are invited to write for our special, profit-making plan. We are now entering the fall and winter months—the big LIBERTY Box selling season. Many leading stationers are making splendid profits—sales increasing every year. More than 30,000 banks and other business firms use LIBERTY Boxes. You serve the banks and industrial and commercial firms in your territory. Why not sell them LIBERTY Boxes also? Many of them are now users. It will pay you to consider this line. Write today for the facts.

**ASK  
FOR  
OUR  
PROFIT  
MAKING  
PLAN**

**BANKERS BOX CO., Inc.**  
Rand McNally Bldg. Chicago, Ill.

Sept. 28



# 25,000,000 Students

*Will Soon Be Buying Pens and Pencils for the New School Year*

If you want to get your full share of this business, be sure you have the Pens and Pencils they *prefer* in all sizes, colors and points.

**See Following Page**



sept 28'



# Voted the Favorite in 55 Colleges

## by a margin of 47%

Read How This Significant Survey of Student Preference  
Was Made — and What It Means To You

At 55 colleges, located in all sections of the country, professors submitted questionnaires to their classes on which were included the following questions—

Which fountain pen do you now own?

Which fountain pen will you buy next?

The results (audited by certified public accountants) showed that 47% more students owned a Parker than the next most favored pen—and in the future also more would select a Parker than any other make.

*A Parker Double Page Spread in Colors  
in The Saturday Evening Post  
—for School Opening*

Parker is going to broadcast the results of this survey in a dominating 2-page ad in colors in the

September 8th issue of The Saturday Evening Post.

Also Parker ads will appear in 284 newspapers on School Opening Day in cities and in 177 college publications.

*A New Parker John Held  
Window Display*

And Parker has had a School Opening Window Display designed by John Held, Jr.—the favorite artist of the younger set, and also a full line of dealer helps for school opening—blotters, circulars, newspaper ads, movie slides, etc.

So this fall more than ever, the school and college business is going to dealers who FEATURE Parker Products. Be ready. Send your order in now for what you need to put your Parker stocks in shape for the biggest demand in your experience.

# Parker

## Duofold

OVER-SIZE **\$7**

Duofold Jr. \$5 Lady Duofold \$5

### Where the Vote Was Taken

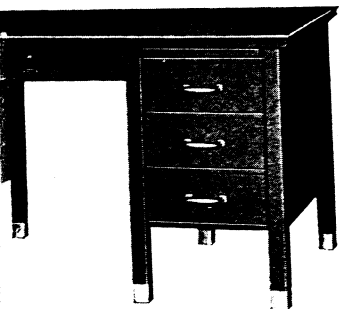
- A & M College of Mississippi
- A & M College of Texas
- Baylor University
- Boston University
- Carnegie Institute of Technology
- College of the City of New York
- Columbia University
- Dartmouth College
- De Pauw University
- Drake University
- Emory University
- Illinois State Normal University
- Indiana University
- Iowa State College
- Iowa State Teachers College
- Johns Hopkins University
- Kent State College
- Lafayette College
- Lehigh University
- Loyola University
- Marquette University
- Mass. Institute of Technology
- Miami University
- Notre Dame
- Ohio Northern
- Ohio University
- Pennsylvania State College
- Princeton University
- Purdue
- Temple University
- University of Buffalo
- University of California
- University of Chicago
- University of Cincinnati
- University of Georgia
- University of Iowa
- University of Kansas
- University of Minnesota
- University of Missouri
- University of Nebraska
- University of Oklahoma
- University of Oregon
- University of Pennsylvania
- University of Pittsburgh
- University of So. California
- University of Texas
- University of Washington
- Vassar College
- Virginia Polytechnical
- Washburn College
- Washington State College
- West Virginia University
- Western Reserve University
- Wichita Falls Junior College



# Steel Desks

600 Line

The new line of steel desks  
Watson dealers an oppor-  
tuned sales for the fall and



Different styles of desks and  
included in this new line, de-  
termined by the demand of a modern



Improved production have  
increased his new desk value.



O. 1603 1/2

See Your Catalog and Prices

Watson Manufacturing Co.

Watson, New York

## Guy H. Abbott New Ditto President

Guy H. Abbott was recently elected to the presidency of Ditto, Incorporated, Chicago, manufacturers of duplicating machines and supplies. Mr. Abbott succeeds J. A. Joy, president of the company since its organization in 1910, who becomes chairman of the board.

Other members of the organization advanced at the same time are J. M. Cheney, vice-president in charge of sales, formerly treasurer; K. M. Henderson, vice president, formerly secretary; and F. G. Pamperien, secretary and treasurer.

The company recently moved into its present quarters at Harrison street and Oakley boulevard, Chicago, which it purchased from the General Electric Company.

## Sheaffer Assistant Export Manager in South and Central America.

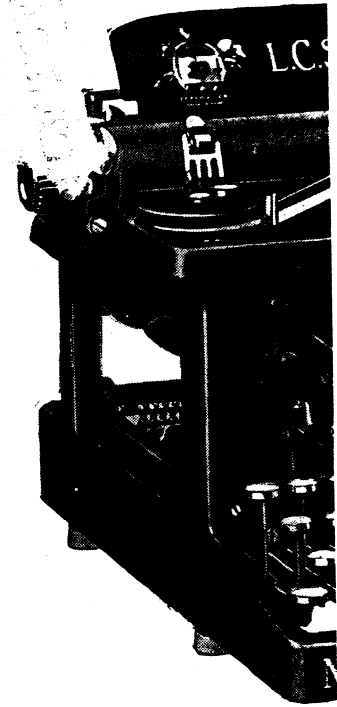
Herman Lutz, assistant export manager of the W. A. Sheaffer Pen company, Fort Madison, Iowa, left New York recently for Spanish-America, where he will call on the regular customers of Sheaffer, as well as other distributors and dealers of importance. Mr. Lutz has just completed a successful two months selling campaign through the northern, eastern, and central parts of Mexico, and on his present trip will be gone at least until the first of December, traveling through the countries of northern South America, Central America, and the sections of Mexico which he was unable to cover on his last trip to that country.

His first stop will be Port-of-Spain, Trinidad, and from there he will go to Venezuela, Dutch West Indies, Colombia, Panama, Nicaragua, El Salvador, Guatemala and Mexico. This journey, strenuous but interesting, presents many variations in topographical characteristics, requiring the use of several kinds of transportation in order to move about with dispatch and profit. After disembarking at Baranquilla, Colombia, Mr. Lutz will make his way up the Magdalena river from Baranquilla to Bogota by river steamer and rail, an arduous journey requiring from one to three weeks, depending on the condition of the river. Two legs of his journey of seven days duration, from Bogota to Manizales and from Manizales to Medellin, will find him making his way with heavy samples through the mountains by mule back. Before returning to the United States, Mr. Lutz will use practically all methods of locomotion except airplane.

C. N. Murray, export manager of the Sheaffer company, reports that during the few short years that Sheaffer has been in the export field, sales in southern markets have shown satisfactory month by month increases even without personal sales contact. Now that regular visits are to be made to the Latin-American countries, sales increases will unquestionably take place at a greater rate than in the past, if recent experiences in Mexico are taken as a criterion in judging possibilities in other Latin-American countries.

## H. E. Wedelstaedt Company in Larger Quarters

H. E. Wedelstaedt Company, St. Paul, Minn., has moved to a new and larger location at 344 Minnesota street. This is adjacent to the H. C. Boyeson Company location and directly opposite the Federal Land Bank. The new store is modern in every respect and has a floor space of about 3,100 square feet. The basement, used for a warehouse, has about 6,000 square feet of floor space. Charley Boehmer, who has managed the company affairs for a good many



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RETAIL PRICE  
QUOTED and  
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THE WORLD'S LARG

# Smith T Sales Co

Dept. 410, 260 E. C.



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TESTS

BOOK

employing

book.

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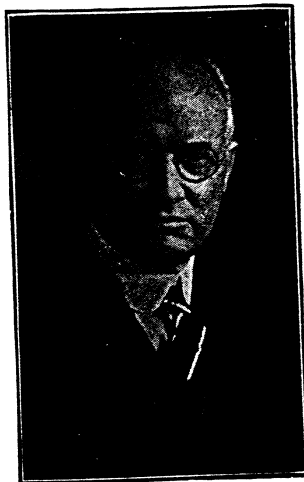
guaranteed

Co.  
CHICAGO

## PASSED AWAY

Carroll C. Cobb

No man in the fountain pen industry was more greatly respected than C. C. Cobb, who passed away at his home in Toledo, Ohio, on August 12. For two years he had been in ill health resulting from an attack of influenza, his



THE LATE C. C. COBB

death having been caused by complications arising from that malady.

The passing of Mr. Cobb from the sphere of earthy activities is a grievous blow to his family and to his many friends and associates. Office Appliances joins in sympathy to the living who must bear the sorrow of parting. Especially do we extend sympathy to Mrs. Cobb, who must bear not only the death of her husband but also that of her mother who died suddenly on August 10 at her home in Hillside, Mich.

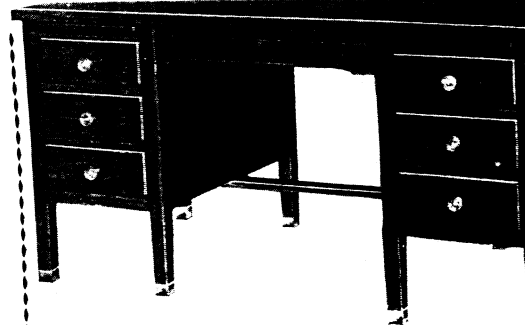
Carroll C. Cobb was fifty-nine years old at the time of his death. He was vice-president and general manager of The Conklin Pen Company of Toledo, with which company he became associated twenty years ago as sales manager, being made general manager in 1923. He was a native of Hudson, Mich., and came to Toledo in 1903 with the United States Pump & Supply Company. Later he went with the Woolson Spice Company.

During the score of years during which he gave his fine abilities to the service of The Conklin Pen Company, Mr. Cobb became known among the stationery trade throughout this and other lands, and was held in universally sincere respect and esteem. He was prominent in the councils of the National Association of Stationers, Office Outfitters and Manufacturers and was ever ready to give time and labor in promoting the interests of the industry. Mr. Cobb was a member of the Toledo Rotary Club. He is survived by his widow; a son, Carroll J. Cobb of Columbus; a brother, Fred H. Smith of Alameda, Calif., and two sisters, Mrs. E. H. Manning of Los Angeles and Mrs. Frank Whitbeck of Hudson, Mich.

+ + +

Mrs. J. J. Horne.

Friends of W. A. Horne, of the Horne Desk and Fixture Company, Atlanta, Ga., will sympathise with him in the death of his mother, Mrs. J. J. Horne, who passed



Four grades of better finished stronger constructed — more beautiful office desks — every number designed for efficiency and priced to insure rapid turnover.

Little refinements make ENGLEWOOD DESK exceptionally distinctive. The keen looking—and built to last. They will mean “lasting satisfaction” to your customer and repeat business for you.

Covering practically every business requirement, this line is worth showing and talking about—it has the call from the great middle grade demand, the most expensive—not the cheapest—but nearly always best for the purpose.

*Inquire for the exclusive sale in your city.*

**ENGLEWOOD DESK**  
5820 S. Lowe Avenue  
Chicago, Ill.

**Parker Pen Salesmen Confer in Atlanta**

Sales representatives of the Parker Pen Company from ten southern states were present at a semi-annual sales conference which closed a three-day meeting at the Atlanta-Biltmore hotel, Atlanta, Ga., on August 8.

One of the principal features of the meeting was the introduction of W. L. Clark, of Chicago, who is succeeding H. L. Blackman as general sales manager of the company this fall. Mr. Clark is accompanying Mr. Blackman on a series of sales conferences which are being held throughout the United States in order that he may become better acquainted with the members of his organization.

In addressing salesmen of the company, Mr. Blackman stated that the business of the Parker Pen Company has increased greatly this year. The month of July, he said, was twenty per cent ahead of July, 1927, while sales in the Atlanta territory have shown a gain of approximately thirty per cent.

Plans were laid for fall and winter sales of the Parker pen products, and several new products to be placed on the market this fall were displayed. J. R. Rhodes, southeastern sales manager, was in charge of the meeting.—J. H. R.

**New York Stationers' Golf Association**

On August 14 at Bonnie Briar Country Club, Larchmont, N. Y., the New York Stationers' Golf Association held one of its regular tournaments. Ralph Kennedy, George Fairchild and Robert Sainberg tied for first place in Class A. C. H. Everly of Office Appliances won Class B. S. Libien was the winner in Class C.

At the previous meeting at Englewood, W. S. Stafford won first place in Class A, and A. G. M. Stavelly second place. In Class B, R. F. Familton won first place and A. M. Gilbert second place. In Class C, W. H. Wallace won first place, there being no second award. The special prize donated by Mr. Fairchild was won by R. B. Sainberg.

The present standing for the Season's Cup in each class is as follows: Class A: W. S. Stafford and A. G. M. Stavelly are tied for the leading honors. Class B: L. H. Schuler is leading with an outstanding point total. Class C: led by Morris Popper.

**Quality Park Folk Frolic at Wildwood Park**

Employees and executives of the Quality Park Envelope Company enjoyed an outing August 11 at Wildwood Park. This was held in conjunction with its affiliated interests, the Minnesota Specialty Company and the Quality Park Box Company. The picnickers traveled to the park in motor cars, where the official lapel button was car fare. The button also secured ice cream on the grounds, and admission to the dance hall.

A series of athletic events was held in the morning, with cash prizes for winners. These included a three-legged race for men, three-legged race for women, three-legged race for man and woman, shoe race for women over twenty-five, shoe race for women under twenty-five, sack race for men, sack race for women, backward race for men, backward race for women, 100 yard relay race for man and woman, 100 yard dash for women, 100 yard dash for men, 100 yard dash for man and woman, leap frog race. A

**Standardize  
FOX  
Office Specialties**

**No. 297  
Embossed  
Work Distributor**



**G**REATER profits are obtained who standardize on the Fox grade office specialties. They by minimum transportation charges, discounts and have less clerical work.

All Geo. E. Fox products are built standard. That is why they sell so easy you sell Fox Office Specialties, you know they are buying superior. Standardization on the Fox line means larger profits for you.

**GEO. E. FOX & CO.**  
325 W. Ohio St. Chicago  
A. H. Denny, 356 Broadway, New York Representative  
Schubert Office Specialty Co., 140 S. Broadway, Los Angeles, Cal., Pacific Coast Distributor

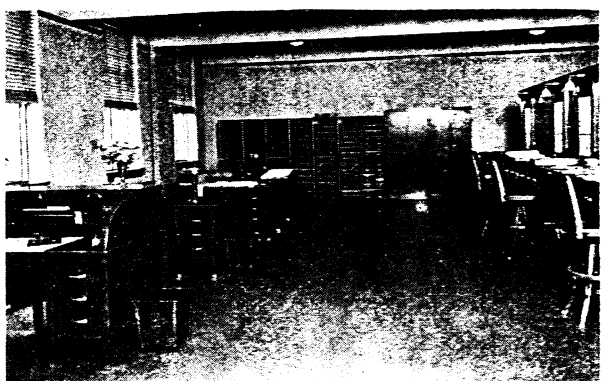
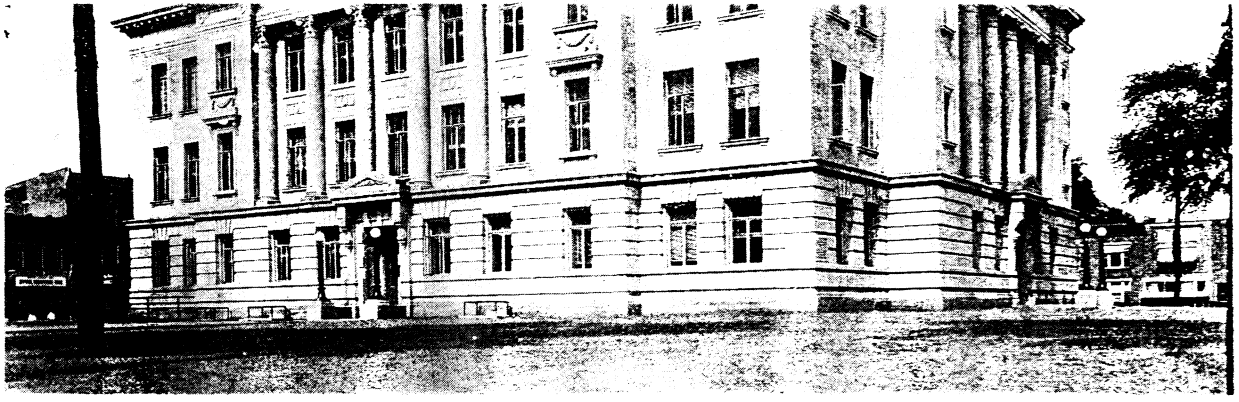


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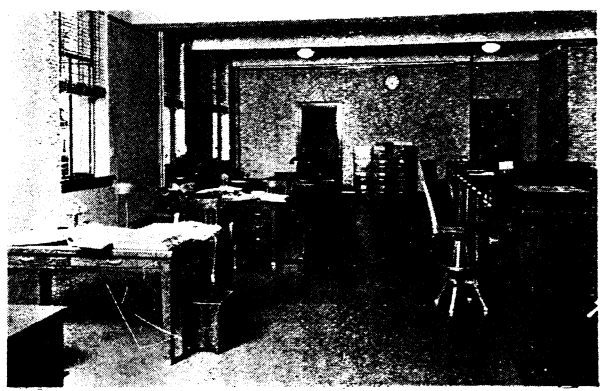
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on your lap if you  
ngton Portable on  
See the latest ones  
to suit any taste.  
offices and dealers

Sept. 28

YN



NEW COUNTY COURT HOUSE AT SULLIVAN, INDIANA.—This building has just been completed and was equipped by the J. W. Dalley Furniture Company of Terre Haute, with Metal Office Furniture Company equipment made at Grand Rapids, Mich. The contract called for complete installation of all the furnishings and the turning over of the building ready for occupancy on June 1. The three illustrations



below the picture of the court house show some of the offices in the new building. The equipment is modern, steel furniture being used exclusively throughout. The steel furniture was largely of a special design and was all of Metal Office Furniture Company manufacture except the safes. All furniture is finished in American walnut in harmony with the trim of the building.

### Sheaffer Factory Folk Enjoy Picnic

Employees of the W. A. Sheaffer Pen Company and their families enjoyed the third annual picnic given by that organization August 4 at rustic Bluff Park, near Fort Madison, Iowa. All factory and office departments were closed, so that all could join in the fun. The usual games for adults, athletic contests and sporting events were held, with fine prizes for the winners. The youngsters were well provided for with various recreation features, including a "big-time" merry-go-round which was in operation all day long.

In addition to the diversions provided by the Sheaffer plant, a radio receiving set on the grounds picked up the

best music then on the air, and delivered results of the big league base ball games in the afternoon. Dancing was enjoyed in one of the large halls on the grounds, decorated especially for the event. The "Lifetime" band offered a fine program of musical numbers. Among these was a song composed by the wife of one of the officers of the company, and adopted as the company song.

Chicken lunch, lavishly accompanied, was served during the noon hour to nearly 2,500 people. Other refreshments were offered frequently throughout the day. Under the able management of a carefully picked committee, the 1928 picnic of Sheaffer proved the banner one of the three held thus far.

Sept. 28

...WORKS,  
of desk cal-  
rger effected  
offices and  
the merging  
1024 Juneau  
hich retains  
Col. H. H.  
Jorris, vice-  
Short, vice-



FRANCIS J. YAWMAN



HUGH SMITH



CARL GAZLEY

...ndars will be exhibited at the West Baden Convention  
October 8 to 11. Dealers are cordially invited to stop in  
for a few minutes at booth number 130, where Mr. Short  
will be glad to show the complete display.

### Yawman & Erbe Men Step Up

F. J. Yawman, who for the past six years has been  
general sales manager of the Yawman & Erbe Manufac-  
turing Company, Rochester, N. Y., has been appointed  
vice-president in charge of sales.

Hugh Smith, eastern district sales manager, has been  
appointed sales manager. Mr. Smith has been with Yaw-  
man & Erbe for twenty-six years, serving as salesman,  
branch manager, supervisor of branches, and most recently  
as eastern district sales manager.

The position of assistant general sales manager, which  
Carl Gazley has held for the past two or three years,  
will be discontinued and Mr. Gazley's title will now be as-  
sistant to the vice-president in charge of sales. He will  
also continue to have charge of advertising.

### I & M Line Sold to Detroit Metal Specialty Corporation

The Ireland & Matthews Manufacturing Company, who  
for many years have been prominently identified with the  
stationery trade as manufacturers of brass and steel cus-  
pidors, announce the sale of their entire line to the Detroit  
Metal Specialty Corporation, Detroit, Michigan.

In leaving this field, the company wishes to express its  
sincere thanks to the many friends whose patronage has  
made their success in business possible. They assure their

old customers that the new company is highly capable of  
taking care of the cuspidor business with satisfaction to  
all concerned.

The Detroit Metal Specialty Corporation has had years  
of satisfactory experience in the metal stamping line, cater-  
ing to a national market. They are well fitted to uphold  
the quality which Ireland and Matthews established and  
held for so many years.

### A. C. Adams of "G-F" Visits Chicago

Avery C. Adams, assistant to the president of The Gen-  
eral Fireproofing Company, was a visitor at the Chicago  
branch in August. He was appointed to this position a  
short time ago by George C. Brainard, president of the  
"G-F."

### Proctor and Others Join Western Office Utilities

Oden Proctor, heretofore with the Rand Kardex organi-  
zation, has joined the Western Office Utilities at Los  
Angeles.

Another new member of the organization is C. F. Earl,  
also formerly with Remington Rand.

Louis Goldsmith, for some time with the Charles K.  
Hadley Company, is manager of Western Office Utilities,  
Inc., at Long Beach, Calif.

### Gill's of Portland Hold Picnic

Part of the store staff of The J. K. Gill Company, Port-  
land, Ore., held a picnic at Oaks Park. Many thrillers  
were enjoyed, and innumerable episodes which transpired  
will be potent material for reminiscences beside the winter  
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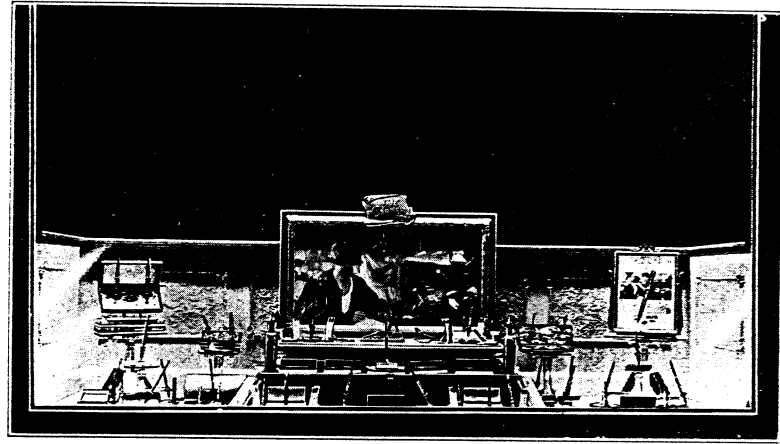
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ARRANGED BY THE  
CARTER'S INK COM-  
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ness structure. It should be illegal for any seller to solicit business on the basis of cost or below cost because the public interest is thus seriously affected, just as much so as it would be were it legal to agree upon selling prices in order to obtain an exorbitant profit."

Mr. Abbott suggests that purchasing agents and sellers get together and discuss their buying and selling problems and thus approach the establishment of policies so as to create a condition where business relations can be conducted upon a sound basis. Every manufacturer must create consumer good will and build up public recognition. To do this he invests large sums of money which should be protected by a clear recognition of the rights of the jobber or distributor and of the retailer. If the service of distribution is inefficient the manufacturer suffers. The conclusion is that no service can be efficient which is not conducted at a profit.

Views of Prominent Fountain Pen Manufacturer.

Somewhat along the foregoing lines are the suggestions made in a booklet recently published by the W. A. Sheaffer Pen Company. The booklet is entitled Constructive Merchandising. In the foreword, Mr. Sheaffer points out that the amount of articles on which there is not being realized a fair margin of profit on account of cut prices is rapidly increasing and that chain stores and the increased number of individual stores have divided profits to a point where they are now turned into loss in many cases.

National advertising if not coupled with constructive merchandising by the sales force will bring down the average sale of any article and bring the volume of any store that hands out only what is called for to a very low average sale. There are thousands of vacant stores, many of which can be rented by paying a month's rent in advance and countless lines of merchandise can be obtained on long time payment or on consignment. Misguided men are thus encouraged to open stores without capital and without knowledge of the business. With the increased number of stores, merchants must improve their methods and increase their volume or see their business divided by the increasing number.

Mr. Sheaffer makes the following nine suggestions to dealers:

1. Careful selection of the best merchandise at a given price.
2. Carrying of merchandise that is well advertised and bears a fair margin of profit.
3. When properly presented merchandise that can be sold in most cases on which one consistent sales talk can be made eliminating doubt in customer's mind and is especially effective when customer's mind is not made up.
4. Carrying merchandise that bears the manufacturer's name always instead of stencil merchandise on which the manufacturer avoids responsibility.
5. Featuring lines that do not compete with the retailer through outlets established by the manufacturer.
6. Avoidance of consigned lines.
7. Refuse to feature lines that are sold in all channels of trade and which can be purchased at wholesale through other than legitimate channels.
8. Show an intelligent interest in the customer's requirements and thus induce him to return to the store for each succeeding purchase.
9. Do not handle lines on which there is frequent price cutting.

ing defeated every plan yet conceived ers. The manufacturer of an industrial ver, can control his prices. There is event him from refusing to sell goods of production. However, the practice es among industrial manufacturers and ost is extensively followed. Because of of this custom, we hear much of profit- etc.

ges have been good and the purchasing public has been large, there were on an ousand business failures a month during of industry have been monopolized by y few large corporations. Income tax hat a tremendous portion of our busi- ke no money."

on: of business is due to competition : makes men willing to forego profits in going. Many even go to the extent of s. In the contracting trades there is chiefly on account of the fact that con- t at too close a margin or none at all.

Obligations to the Public.

should realize their obligations to the the primary purpose of business is to can not do so unless it serves the pub- business men realize that they can suc- atisfying the public they will abandon od the buyer and cause the consumer of his purchases than he should.

use now open to the manufacturer of ise is to refuse to sell the price cutter. seller, however, is in a better condition. l buyers now buy only on quality tests ndard specifications. Some industrial g as much of their own manufacturing n down to the production of some raw standing examples of this policy are he Ford Motor Company, The General y and the Atwater Kent Radio Organi-

blems must be faced squarely by all k discussion of their problems. Thus an they find out what can be done in a l and helpful way to secure the eco-

es are to be found where manufacturers timate consumers at prices lower than r or retailer can possibly quote. There es and sales to dealers of questionable ifacturers sometimes sell to brokers or no rightful position in the cycle of dis-

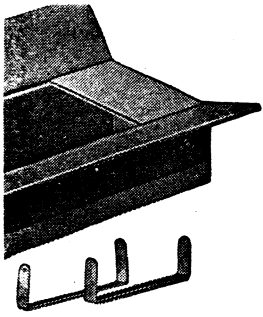
to prosper, manufacturers must assert . They must define what their prac- igorously enforce them without par-

most constructive influences is the es- one-price policy. t of the distributors is the problem of ers, but the distributors cannot expect y extend to the manufacturer a degree bution which the manufacturer has the

The manufacturer can not profit at obbers and retailers and the latter can rsuing methods inimical to the efforts 's.

; is unsound and unethical. Purchas- ell as others must realize that policies





EN  
 this equipment to his  
 EL BOUND BOXES  
 zes for storing drafts,  
 tters, vouchers, bills,  
 to order. Papers thus  
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 Write for proposition.

**d Box Co.**  
 ve. Chicago

**ICAN**  
 CO. P. MOHICANS No. 2-403

**ILS**

**Good Pencil!**  
 ?

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 e Raw Ma-  
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**S PENCIL CO.**  
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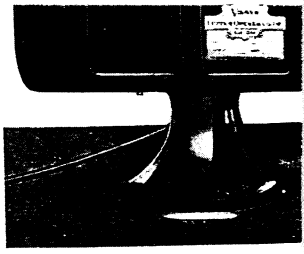
F329

United Kingdom	3,696	17,306	13,149	5,419	2,100
Canada	9,347	18,560	8,690	977	3,561
British Honduras	25	...	...	...	...
Costa Rica	1,891	337	340	79	444
Guatemala	418	91	84	34	146
Honduras	2,262	51	68	36	130
Nicaragua	1,354	83	63	3	15
Panama	1,072	182	188	151	438
Salvador	196	...	...	...	26
Mexico	1,744	4,246	3,869	793	2,841
Newfoundland and Labr.	33	44	33	14	35
Jamaica	335	286	212	37	268
Trinidad and Tobago	261	132	61	25	65
Cuba	3,168	3,106	1,916	1,077	2,512
Dominican Republic	443	548	479	37	140
Netherland West Indies	616	...	...	...	...
Haiti, Republic of	397	179	514	...	...
Virgin Islands of U. S.	...	...	...	...	...
Argentina	1,002	347	374	4,115	9,966
Bolivia	768	601	811	63	269
Brazil	387	1,033	831	35	119
Chile	175	1,035	793	189	699
Colombia	999	197	228	477	1,089
Ecuador	472	228	119	61	155
Peru	142	744	734	98	566
Uruguay	37	102	144	231	660
Venezuela	644	1,354	2,499	185	599
British India	1,354	7,319	3,169	1,563	3,615
British Malaya	...	605	357	20	81
Ceylon	79	153	79	83	256
China	483	4,766	3,139	993	2,553
Java and Madura	...	441	162	...	...
Other Netherland East Indies	60	...	...	...	...
French Indo-China	...	211	176	...	...
Hong Kong	31	...	...	...	...
Japan	103	22,170	11,335	116	359
Philippine Islands	624	2,088	1,512	396	878
Siam	230	1,055	871	30	86
Turkey	58	...	...	12	51
Australia	2,830	6,964	4,913	847	2,053
British Oceania	17	45	86	2	14
French Oceania	29	...	...	...	...
New Zealand	37	5,254	871	348	948
Ethiopia	...	21	11	...	...
British East Africa	...	131	61	4	10
Union of South Africa	1,401	4,383	1,602	195	499
British West Africa	...	231	161	...	...
Egypt	23	291	187	162	446
Algeria and Tunisia	20	147	72	...	...
Other French Africa	...	31	...	...	...
Liberia	600	278	332	20	197
Mozambique	12	...	...	...	...
Total	\$46,038	127,383	\$80,166	19,820	\$54,740
Shipments from United States to:					
Hawaii	\$8,034	1,725	\$1,088	101	307
Porto Rico	716	1,190	1,119	101	499

**Writing Instrument Exports**

United States exports of writing instruments during October, 1928. by the Division of Statistics, United States Department of Commerce:

Countries.	Refillable pencils and leads.	Fountain pens. Number.	Pencils, except metal. Dozen.	Metallic pens, except gold. Gross.
Austria	\$ 946	323	\$ 3,872	...
Belgium	956	25	614	...
Bulgaria	64	109	...	...
Czechoslovakia	28	91	1,661	108 \$ 48
Denmark	11,165	1,628	13,963	240 117
France	11,271	556	7,778	6,972 883 1,226 \$1,425
Germany	1,824	64	465	...
Greece	281	8	275	...
Iceland	48	4	102	...
Italy	2,586	65	1,597	...
Latvia	122	45	267	...
Malta, Gozo and Cyprus Islands	58	...	...	...
Netherlands	4,568	152	1,969	...
Norway	90	7	214	...
Poland and Danzig	883	3	107	...
Portugal	48	62	253	...
Rumania	...	53	138	...
Hungary	...	...	60	24
Spain	1,300	86	3,479	240 104
Sweden	143	24	450	42 35
Switzerland	2,059	138	1,363	...
United Kingdom	25,444	4,875	55,326	57,194 12,506 500 250
Canada	14,252	643	10,360	87,137 18,828 2,219 1,229
Costa Rica	64	20	178	1,964 385
Guatemala	446	69	1,921	1,033 515
Honduras	93	12	305	370 124 30
Nicaragua	105	19	512	480 173 1
Panama	407	26	1,216	2,914 616 24 37
Salvador	81	37	1,423	...
Mexico	3,825	653	8,351	50,141 12,034 150 65
Newfound. and Lab.	34	11	162	1,492 231
Barbados	...	...	92	45
Jamaica	41	6	197	1,063 369 175 108
Trinidad and Tob.	146	...	...	3,750 316
Other B. W. Ind.	...	2	46	40 33



**VIDAVER Sta.**

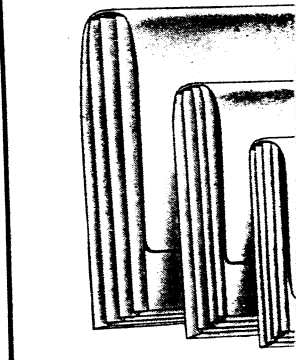
In every business office, the the mail. Speeding that de follow—handling of orders, bar important executive decisions.

VIDAVER opens the mail feeding automatically and ac sandths of an inch from th avoiding any damage to enc operation sometimes occasion clips, or other metallic conten of envelopes requiring no prev adjustment of machine.

There are still a few choice in detail of your qualification our proposition. Our folder and is sent on request.

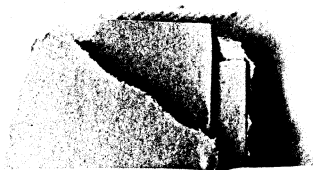
**VIDAVER LETTER O**  
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**LEATHI**  
 MCGILL PAPER



Wallets, file fo velops made WEAR STOCK selves economic standard sizes ready for prom sizes and items notice. Sample logue furnished

**McGill Paper**  
 501 7th Ave., So



## OFFICE APPLIANCES

February, 1929

February, 1929

# Wanted and Approved PENCILS

and experimenting  
men proved that we  
you can handle with

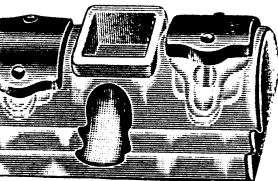
Agents, supply men  
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s have tested, com-  
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requirements.

## Stencil

Ingredients for duplicating  
earlier copies at greater  
using will acquaint your  
s—a lower selling price  
rapidly. Dealers receive  
discounts.

proved Dry Stencil.  
s and best dealer  
sold 2200 quires  
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STENCIL CORP.  
New York City



ROLL TOP

# inkstands



Countries.	Refillable pencils and leads.	Fountain pens. Number.	Pencils, except metal. Dozen.	Metallic pens, except gold. Gross.
Cuba	168	234	2,060	40,857 8,401 1,526 1,292
Dom. Republic	32	19	393	1,914 787 175 97
Netherlands W. Ind.	229	29	664	4,200 1,177
Haiti. Rep. of	6	1	27	
Virgin Is. of U. S.		2	71	
Argentina	1,255	174	5,743	11,957 2,527 2,065 1,035
Bolivia	299	14	438	30 15 75 45
Brazil	376	83	2,327	2,609 609 725 215
Chile	504	75	583	782 359 138 83
Colombia	1,963	172	5,343	12,106 2,588 32 44
Ecuador	69	206	1,030	264 38
Brit. Guiana	76	11	271	852 79
Surinam	1	3	58	950 60
Paraguay		8	295	
Peru	31	8	254	2,220 749
Uruguay	159	20	645	956 200
Venezuela	425	102	2,964	4,549 790 150 90
Aden	28	5	129	
Brit. India	1,394	431	9,421	5,088 695
Brit. Malaya	910	228	5,573	8,400 1,141
Ceylon		13	501	
China	1,971	2,015	41,039	5,850 1,414 12 13
Java and Madura	150	104	3,223	240 57
Other Neth. E. Ind.		23		
Hongkong	495	143	1,447	917 241
Iraq	25	96	143	
Persia	40	14	300	
Japan				7,305 3,705
Palestine				240 39
Philippine Islands	70	166	1,967	13,642 3,937 1,985 972
Siam		1	60	
Syria	72	4	119	240 39
Turkey	10	4	18	
Australia	6,616	474	5,238	19,891 4,003
Brit. Oceania				384 65
French Oceania				1,032 502
New Zealand	636	22	437	12 10
Belgian Congo	12	2	105	
Brit. E. Africa	19			
Union of S. Africa	2,294	3	79	594 179 1,170 714
Brit. W. Africa		33	531	
Liberia				
Algeria and Tunis	1,104	13	520	
Other Fr. Africa	44	53	101	
Morocco	50	12	206	
Mozambique		24	155	108 42
Cadiz Islands	54	19	113	
Other Port. Africa				96 50
Total	\$104,954	14,811	\$213,361	803,447 \$51,887 12,749 \$8,015
Shipments from the United States to:				
Hawaii	\$ 408	198	\$ 2,435	4,686 1,161 250 150
Porto Rico	220	46	559	13,196 \$ 5,044 10 \$ 16

### "Proceedings of Life Office Management Association"

"Proceedings of Life Office Management Association" covers the 1928 conference of that organization, held at Chicago. Non-members can secure a copy for \$5.00 from F. L. Rowland, Secretary, Life Office Management Association, care Lincoln National Life Insurance Company, Fort Wayne, Ind.

### "Our Outlying Territories and Possessions"

The foreign commerce department of the Chamber of Commerce of the United States has issued a sixty-page pamphlet on the commerce and economic resources of Alaska, Hawaii, Philippine Islands, Porto Rico, Virgin Islands, Guam, American Samoa and Panama Canal Zone. Each of these outposts of American commerce is described, and its import and export trade shown.

### House Organ Philosophy

Service is our business—not our slogan.—Mercantile Printing Company, Ltd.

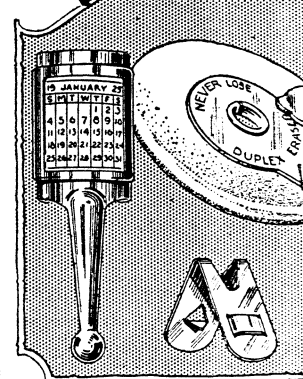
Modesty is the best policy.—The Pencil News (Joseph Dixon Crucible Company).

There is a wealth of difference between being dissatisfied and unsatisfied.—Fritz-Cross Service.

You have a thousand potential friends—but how many actual?—Office Topics (Baker Printing Company).

These days it's easy to meet expenses—at every turn.—The Office Cat (The Richmond & Backus Company).

# ARGUS SP



## The Famous

Calendar Clasps,  
Typewriter Erasers  
With or with  
Paper Cli  
Pen

Ask your jobber for Pri

## ARGUS MANUFAC

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DEALERS: Write fo

# Every OFFICE FURNITURE DEALER

can profitably stock t  
venient for typewrite  
machine, etc. Light  
indefinitely; when no  
under stand out of t!  
with rubber tips or ste  
two or four legs.

# Furniture

houses, stores, public buildings of all kinds in an amount of special care. Imperial dealers have bid successfully for these because Imperial are built right and in a way that rivals stock. Imperial carries no stock, getting the requirements and suggestions that the contract are supplied of our co-operative inquiry is invited.

**IMPERIAL  
FURNITURE COMPANY**  
222 Fulton Street  
CHICAGO, ILLINOIS

Many  
Customers  
Want  
Long Wear  
and  
Good Looks  
for  
Little Money

Selected customer on

24-inch size of the  
made in Mahogany,  
finished tops. Write  
for catalogue.

Chicago, N. C.

salesmen and officers of Office Outfitters Company, Inc., Dallas, Texas.—The Dallas Office Supply has added a floor to its space, permitting a complete showing of "G-F" products.

Detroit, Mich.—Lynn B. Emery, Inc., has succeeded to the business of The Hilton, Hart & Garrett Company.

Eau Claire, Wis.—The Eau Claire Stationery Company has been appointed representative for northwestern Wisconsin by The General Fireproofing Company.

Haverhill, Mass.—The Oxley Steel Equipment Corporation has been chartered to manufacture and deal in all kinds of stationery, office supplies and equipment, including desks and cabinets; capital stock, \$25,000; incorporators—Thomas H. Arnold, Plaistow, N. H., John H. Oxley and Mary L. McCarthy of Haverhill.

Kansas City, Mo.—The Office Equipment Company has added the lines of the Oxford Supply Company. It had already carried such representative items as the Metal Office Furniture Company, Englewood Desk Company, Schwab Safe Company and Fred Medart Manufacturing Company.

New York, N. Y.—The local store of the Yawman and Erbe Manufacturing Company, 368 Broadway, suffered a fire loss of about \$50,000 January 6.

Philadelphia, Penna.—The Shaw-Walker Company, Muskegon, Mich., has purchased the four-story building at 1010 Chestnut street, now occupied by the Philadelphia branch. Extensive alterations will be made, including a basement salesroom.

Portland, Ore.—K. F. Belding, who had been a part owner in the West Coast Printing & Binding Company, has joined Glass & Prudhomme.

Portland, Ore.—The J. K. Gill Company has installed an argon electric sign on its building, displaying three shades of green in the design and lettering.

Portland, Ore.—The Paul C. Giesy Company, Pittock block, has established a salesroom for office appliances at 103 West Park street. The main store is on the Stark street side of the building.

Rochester, N. Y.—H. J. Mehsele has been appointed traveler by the Yawman and Erbe Manufacturing Company, covering the territory handled formerly by S. C. Shortlidge. This includes western and northern New York state.

San Antonio, Texas.—Moss Evans has been placed in charge of visible and filing systems and business machines department of the Maverick-Clarke Litho Company. He had been formerly with The Baker-Vawter Company, Rand-Kardex and Library Bureau.

Springfield, Ill.—The General Fireproofing Company has appointed the Springfield Office Equipment Company its local dealer.

## Iraq Trade in Fountain Pens and Pencils

[Commerce Reports] Fountain pens have been known in Baghdad for twenty-five years, but until ten years ago the trade was very limited. The trade in refillable pencils is likewise a development of the last ten years.

Iraq's customs publications do not show as separate items the quantities or values of fountain pens and pencils imported into the country, but one of the leading Baghdad merchants estimates that the value of these products sold in the Iraq market totals \$6,500 annually, \$4,000 worth being imported each year from the United States and the remainder from Europe. It is claimed that the imports from Europe, however, consist partly of American fountain pens and pencils sent out by European agents or distributors and classified as European on the shipping documents.

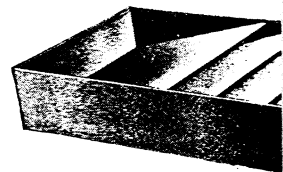
The better quality fountain pens sold in Iraq are of ordinary black rubber composition, with one or two gold or silver bands. The better quality refillable pencils are either gold or silver or gold or silver plated.

Fountain pens retail at ten rupees (\$3.60 each), including customs duty of fifteen per cent ad valorem. Cheaper fountain pens are also sold in Baghdad and retail at two rupees (\$0.72) to five rupees (\$1.80).

Gold or gold plated refillable pencils or silver or silver plated pencils retail at varying prices, bring generally between eight rupees (\$2.88) and twenty rupees (\$6.72) each, including customs duty of twenty per cent ad valorem. Cheaper automatic pencils are also sold in Baghdad and retail at one rupee (\$0.36) to three rupees (\$1.08).

An idea at work is worth a hundred in your head.—Quality & Courts).

Will Not Warp, Crack or  
Apart Like Wooden Separates  
Finely Finished in Olive  
Art Steel .....

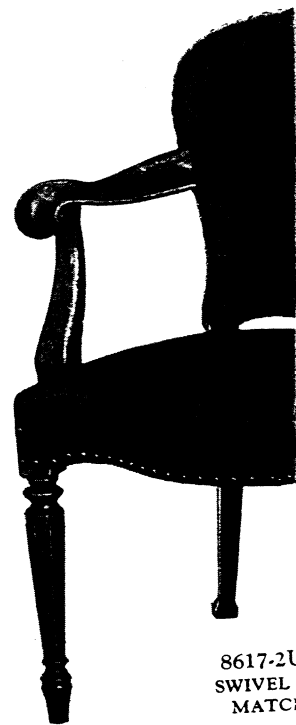


Size  
8 7/8 x 3 x 1 1/8 inches

Pays for its cost four times  
Heads Clean, Saves Space, S

Order Sample on A  
Regular Dealer

**Currier Manufacture**  
N. W. Terminal, Mi



8617-2U  
SWIVEL  
MATCH

**CROCKER**

SHEBOYGAN

CHICAGO

NE

### New England Travelers Elect Officers

The New England Travelers' Club held its semi-annual meeting Tuesday noon, December 11, 1928, at the Boston Chamber of Commerce. The following officers were elected for 1929: Wm. J. Driscoll, president; Guy Hart, first vice-president; Herbert Blizzard, second vice-president; Robert W. Myers, financial secretary; Fred H. Salmen, recording secretary; and Harry R. Bennett, treasurer-custodian.

Last spring the New England Travelers' Club was organized with nine charter members. The present membership is ninety-one and the roll is constantly increasing.

### Carter Sales Convention

The Carter's Ink Company held its annual sales convention in the main factory building at Cambridge, Mass., the week of December 31. Morning and afternoon conferences were held every day. Executives active in the meetings included Richard B. Carter, president; Charles B. Gordon, general manager; George P. Metcalf, vice president; Walter F. Wyman, general sales manager; Fletcher W. Taft, pen and pencil sales and advertising manager; William H. Greenleaf, manager sales promotion department; John A. Corliss, carbon and ribbon sales manager; Selden W. Tyler, ink and adhesive sales manager; Clinton B. Wiley, export manager and in charge of sales statistics.

Announcement was made of the new Carter "Pearltex" line of de luxe fountain pens, selling at \$10.00, \$8.00 and \$6.00, with pencils to match. Included in the line are desk stands with single and double pens. Many new ink and adhesive lines were announced, including Carter's "Tiger" cushion stamp pads, rubber spreader "Stikist" mucilage and "Ryto" ink for fountain pens and steel pens.

The stationer's sales opportunities in Carter's carbon papers and typewriter ribbons were outlined by several of the executives. Many improvements were featured in this fast growing division of the Carter family. Special emphasis was placed on Carter's fountain pens and pencils. The salesmen were gratified to hear of the great strides that have been made in getting distribution for the line, and the part the field men had played in this development.

The final event was a dinner and entertainment given in the ballroom of Hotel Commander, Harvard square, Cambridge. This was attended by executives, department heads and the sales staff, together with the ladies. Dancing occurred during the dinner. Later an entertainment program was presented, under the direction of Fletcher W. Taft. This continued until time for the advance contingent of salesmen had to leave to catch trains for home points. Many humorous references and special events of interest to the salesmen and executives were made during the evening.

### Underwood Dinner for Managers at Chicago

Twenty-five branch managers of the Underwood Typewriter Company operating in the central west, were the guests of J. E. Neahr, sales manager, at a dinner given December 27 at the Palmer House, Chicago. Maitre Muller, of that hostelry, was given orders to do his best for the Underwood men, and he did not disappoint the sales heads.

### Big Meeting of I. S. M. A. in February

Districts 2, 5, 6 and 9 of the International Stamp Manufacturers' Association will convene in Montreal, Canada, on February 22 and 23, 1929. The present outlook indicates that visitors will be present from Chicago, Pittsburgh, Detroit, Toledo and other points outside of the four districts concerned.

- at a to



ONLY a slight effort is necessary to operate an ACCO PUNCH. Only the easy action of the wrist and finger-tips create a short powerful drive, the result of which is a clean cut through the paper which distinguishes the ACCO PUNCH from others. There is an ACCO PUNCH for every standard loose leaf and hole.

Only a slight effort is necessary to sell them—displayed with the punch in the office. The ACCO PUNCH and binders. ACCO PUNCH immediately suggest themselves as essential adjuncts.

ACCO PUNCHES stay so long that users stay satisfied. The only servicing necessary, for

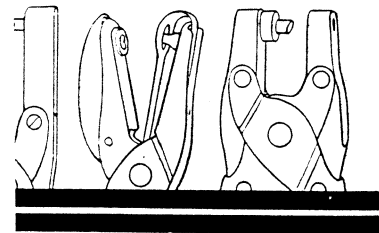
### THE SAFE

Hands holding punch handle DC to descend clear base, driving punch half the distance.



# ACCO

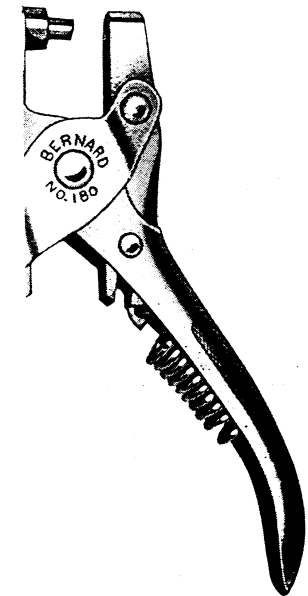
## Easy



## The Original Bernard 180

Manufactured this favorite for the private brand. It is the best to offer it under the Bernard mark.

Small size (5-inch) and suitable for women's hands, it is a cool supply trade and for the standard one in a carton with standard stainless eyelets.



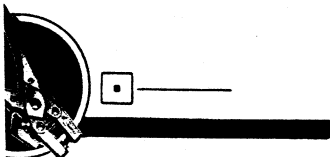
# BERNARD

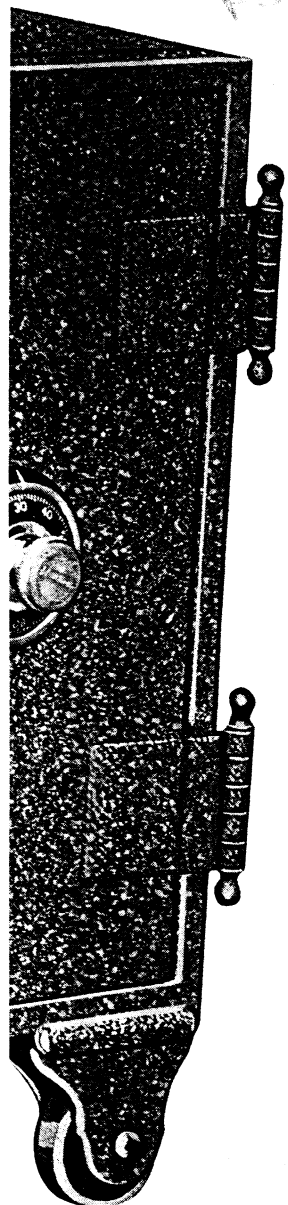
MARK REG.

# DESIGNERS

# TOOLS

the Makers of  
ELECT PUNCHES  
HOLLHORN CO.  
NEW HAVEN, CONN.





\$32.00.  
 profes-  
 Toledo, Ohio

forty-five...  
 insurance from Germany, making the cost in New York  
 \$1.85 per gross. Our informant fears that any material  
 decrease in the lead pencil tariff would probably mean that  
 there will be no importers of pencils.  
 An increase in pencil duties would not necessarily result  
 in an advance of pencil prices in the United States. There  
 are domestic pencil manufacturers who feel that duties are  
 too low and that the price at which imported pencils can  
 be placed in the hands of dealers is a handicap to domestic  
 pencil production. We have no doubt that the matter will  
 be thoroughly discussed in Congress.

**Territorial Changes by Charles R. Barry Co.**

The Charles R. Barry Company, San Francisco, Calif.,  
 has made definite assignments of territory for its salesmen  
 to enable them to spend a maximum of time in touch with  
 dealers. Bruce English has the Pacific northwest territory,  
 which comprises Oregon, Washington, Montana and Idaho.  
 During the past year he covered San Francisco and the  
 bay district.

Arthur O. Carlson, formerly traveling northern California  
 and Nevada, has moved to Los Angeles. From that point  
 he will make southern California, Utah, Colorado, New  
 Mexico, Arizona and El Paso, Texas. Leland C. Adams  
 returns to the San Francisco and bay district, handling also  
 northern California and Nevada.

Hahlon Johnson has joined the organization as a junior,  
 working from headquarters at San Francisco.

**Columbian Art Works Calendar**

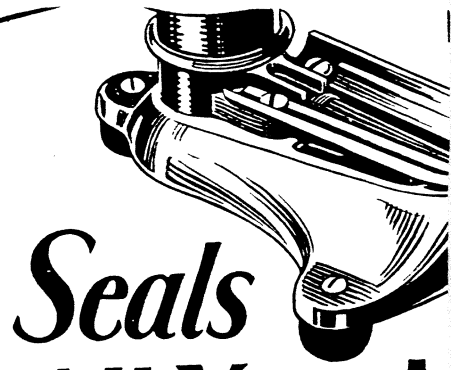
The Columbian Art Works, Inc., 1024-32 Juneau avenue,  
 Milwaukee, Wis., makers of the Columbian Success line of  
 desk calendar stands and pads, and "Tear Kleen" wall  
 calendars, are distributing a popular type of calendar for  
 1929. It is thirteen inches wide and thirty-two inches long  
 and is printed in four colors, black, tan, blue and red. The  
 lower two-thirds of the calendar carries a date pad showing  
 three months, past, current and next. The current  
 month has blue figures for working days and red for  
 Sundays and holidays printed on a background of white,  
 making it stand out more strongly than the other months  
 which have black figures on a background of tan.

**Conklin "Enduras" Aboard the "Question Mark"**

Messages dropped from the giant army Fokker mono-  
 plane "Question Mark," which recently established a new  
 world record for sustained flight, were written with Conklin  
 "Endura" fountain pens. Just before the big ship "took  
 off," the Fokker Aircraft Corporation presented a specially  
 engraved Conklin "Endura," procured from Conklin dealers  
 in Los Angeles, Calif., to each of the sixteen members of  
 the crew and ground men of the now famous "Question  
 Mark." The pens proved very satisfactory in writing the  
 records of the record-making flight.

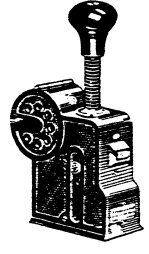
**Los Angeles Stamp Club Holds Meeting**

The Los Angeles Stamp Club held an informal meeting  
 in December and one on January 22. At the last meeting,  
 F. M. Couch, a national figure in credit circles, addressed  
 the club on "Twelve Signs of a Failing Business."



**Seals  
 All Your M**

The  
 new Standard Stamp  
 Affixer affixes stamps  
 5 times faster than  
 by hand, neatly and  
 securely. Many im-  
 provements in this  
 new model.



The Standard  
 affords a perman-  
 ent method for  
 mail. It handles  
 shape and size  
 filling the needs  
 mailers and also  
 mailers who use  
 tion with automa-  
 catalogues and

It does its work by  
 applying just enough  
 out soiling the enve-  
 inside. Moreover  
 strictly sanitary at  
 healthy sponge cup  
 for germ-laden dust  
 ing to wear out  
 cleaning or replac-  
 last a lifetime.

**Profit for Dealer**

The great demand for the Standard Junior  
 its low retail price makes it very attractive to  
 Co-operative Selling Franchise makes it  
 to handle this sealer or other Standard ma-  
 investment. Send for a copy of this Free  
 liberation—today.

**Standard  
 MAILING MACHINES**

Everett, Massachusetts

Also various hand and motor-  
 envelope sealers—Postal permit

STANDARD MAILING MACHINES CO.  
 Revere Boulevard, Everett, Mass.

Please send me without obligation:

- Junior Sealer booklet. Our mail pieces daily.
- Sample copy of Co-operative Sealer for Dealers.

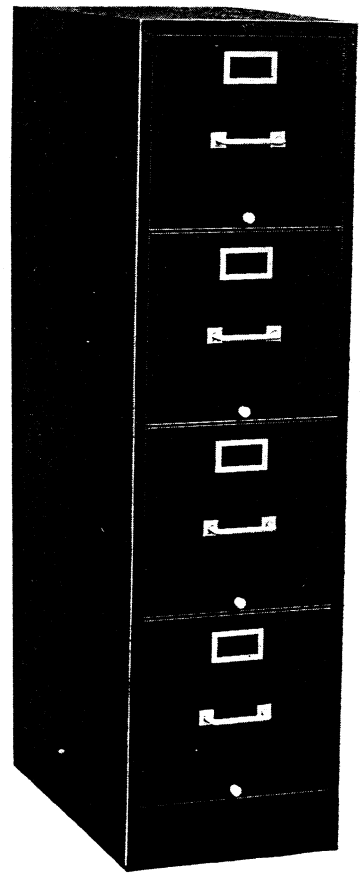
Company .....  
 Individual .....  
 Address .....

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ling Cabinets will last a  
ur customer thoroughly

rdy as a lion on a lawn.  
nd. Special lubricated



Built in Desk Counter, four  
and five Drawer Heights.

President A. W. Sadden presented the opening address, followed by Yuletide greetings from John R. Watson. The remainder of the program was a judicious and amusing blend of art and hilarity in which many of the artists were amateurs, several of whom were so good that it is rumored some of the New York scouts for Broadway productions are seeking to augment the professional ranks from the association's talented membership.

The association is composed of the following office appliance managers:

President, A. W. Sadden, Yawman & Erbe Manufacturing Company; vice-president, J. B. Jones, L. C. Smith & Corona Typewriters, Inc.; secretary and treasurer, C. H. Eccles, The A. B. Dick Company; Kenneth MacGregor, Addressograph Company; W. H. McFarland, Allen-Wales Corporation; J. A. Finigan, The American Multigraph Company; C. L. Eloison, Art Metal Construction Company; R. J. Henry, Kee-Lox Manufacturing Co.; Wal-Brooks Visualizer Company; C. E. Hallenborg, Dictaphone Sales Corporation; C. E. Smith, Ditto Systems, Inc.; G. M. Austin, Ediphone Agency; C. H. Morrow, Ellis Adding Typewriter Company; Thomas T. McCarthy, The General Fireproofing Company; G. W. Baker, The Globe Register Company; L. C. Bush, International Time Recording Company; R. J. Henry, Kee-lox Manufacturing Co.; Walter B. Tait, Keystone Index Card Company; R. J. Nyce, Lyon Metal Products, Inc.; S. E. Stuart, Monroe Calculating Machine Company; J. T. Watson, National Cash Register Company; R. F. Porter, Cynwyd, Penna.; R. R. Gleason, Postage Meter Company; Herbert Tindall, Remington-Rand, Inc.; H. C. Waldman, Remington-Rand, Inc.; P. A. Awartz, Remington-Rand, Inc., Allentown; A. Jackson, Remington Cash Register Company; George W. Randall, Royal Typewriter Company, Inc.; C. W. Norton, The Shaw-Walker Company; Charles Hayllar, Steel Equipment Corporation; B. L. McChesney, Tabulating Machine Company; G. F. Wagner, Todd Sales Company, Inc.; C. A. Harton, Underwood Typewriter Company; W. B. Loomis, Van Dorn Iron Works Company, and O. J. Carow, Woodstock Typewriter Company.

### Conklin Pen Company Holds Sales Convention

That The Conklin Pen Company of Toledo made great gains during the past year and is now in a position to control a business volume in excess of anything the company has ever previously done, was revealed at the Conklin sales convention held in Toledo early in January.

Free life insurance policies covering every employee in the Conklin office, sales and factory organizations were announced by General Manager C. B. Mathes. Treasurer A. B. Richardson told the assemblage of the satisfactory financial progress made by the company in recent years, which made possible the retirement of a large block of Conklin preferred stock and the payment of a handsome dividend on the common.

The Conklin Company, originators of the self-filling fountain pen, are among the leaders in the industry in the creation and development of new models of fountain pens and mechanical pencils. Arrangements have been made to intensify the work of the company's engineering department in the development of new and better products. Various new and attractive models will be announced during the present year.

Reorganization of the Conklin sales staff provides for the appointment of Ivan Payn as the new Conklin sales-

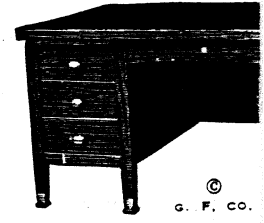


## A Better Service For Desks exclusively

Made in Grand Rapids

Help your trade to get  
from their staff. Sell  
celled service of GUNN  
distinctive desks do more  
the office interior.  
accurate vision and a  
comfort.

"It isn't a  
**'LINO'**  
Unless it's a  
GUNN"



© G. F. CO.

## The Gunn Furniture GRAND RAPIDS

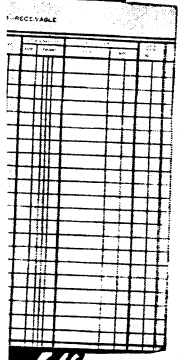
Branch Offices at  
11 East 36th St., I  
1027 So. Broadway  
21 Second St., S



OFFICE APPLIANCES

February 29

Efficiency  
Year  
DEMANDS  
Form  
Filler



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the binder.  
d.  
comes in 56  
is graduated  
l forms up to  
\$2 per pad.  
tan" Ledger



No. 2  
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man in Southern California; O. A. Weber in Oklahoma and George Sanderson in New England.  
The company officials state that fine gains are being made in the export field following a policy of greater aggression in overseas markets. President C. E. Bunting of the company sailed in January for an extended trip through the Orient in the interests of the business. Export Manager A. C. Marquardt will leave early in the year for South American countries where Conklin business is having a rapid and substantial growth.  
General Manager C. B. Mathes conducted a sales convention in January in San Francisco for the West Coast salesmen of the company, and reports an unusually active business in Pacific markets.

Sheaffer's Fifth Annual Convention

The fifth annual sales convention of the W. A. Sheaffer Pen Company was held at Fort Madison, Iowa, January 2-5 inclusive. Salesmen were present from all parts of this country and Canada, as well as organization men from the branch offices at New York, Chicago, San Francisco and Toronto. The meetings were of the nature of a school in merchandising.

Trips of instruction through the factory for old and new members of the organization were made. All sessions of the convention were held in the Sheaffer Club House where the new balanced line of Sheaffer fountain pens and pencils was on display. Addresses were made by men notable in other lines of business and industries, as well as by officials and department heads of Sheaffer.

Some of the men who delivered interesting and educational messages to the Sheaffer salesmen assembled are: A. G. Abel of Cockfield-Brown Advertising Company; W. D. McJunkin and W. W. Garrison, McJunkin Advertising Agency, Chicago; Bert Hassell, famous flyer and arctic explorer who piloted his Stinson aeroplane to Fort Madison to attend the convention; A. R. McDonald, associate editor of Business; and W. K. Braasch, well known sales authority and public speaker of Chicago.

Although the days were devoted exclusively to business, the evenings were given over to entertainment held in the club house gymnasium and provided by professional singers and instrumentalists of Chicago. At the conclusion of the convention, during which several elaborate dinners were served by the company to those present, prizes were awarded to Sheaffer salesmen for outstanding accomplishments made during the year.

Kunze Employees Celebrate

The annual Christmas party of the employees of S. Adam Kunze, typewriter rebuilder, 75 Franklin street, New York, N. Y., was held at the Kunze office on December 24. The members of the staff and several invited guests thoroughly enjoyed the celebration, a feature of which was an Italian style luncheon, the preparation of which was supervised by...



Proudly exemplifying the fine crafts

"The Spirit of Moves

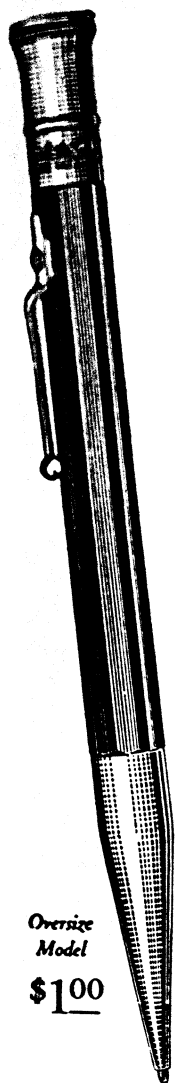
FOR executives whose present day has outgrown their earlier day stings, the Leopold Office Engineering... examples of gracious dignity.

Feb 29 1



Above—For 90 years S. D. Childs & Co. have been successful stationers in Chicago—their merchandising is right as you can see by this window.

Right—Keen merchandising—pushing of profit makers—windows like this—have made Horder's—Chicago—one of the most popular stores in the country.



Oversize Model  
\$1.00

# Profitable Windows!

*These three are making money for their owners*

**Y**OUR windows are as valuable as any part of your store. It's your greeting to your customer.

Three modern Chicago stationers have found Autopoint the ideal article for a real display. Handsome, colorful pencils, beautiful, artistic displays, make attractive windows.

And how they sell! The windows attract, but Autopoint is its own salesman. Your sales effort is cut to a minimum.

Feature Autopoint like these dealers—results will delight you.

All Autopoints are made of Bakelite, in a wide range of colors—models and prices to meet every need.

Ask your wholesaler's salesman, or write us. Stock Autopoint and display it. The fastest moving nationally advertised pencil!



Brentano's have five large stores. This picture is of their Chicago window and is a striking example of a superb sales producer.

# Autopoint

The "Better Pencil" Made of Bakelite

AUTOPOINT COMPANY

4619 Ravenswood Avenue

Chicago, Illinois



# BERGERS

ies Open for  
Premier 50  
TENS  
RTS

LL MAKES  
ASTIC TYPE CLEANER  
PLIES

INK PADS—PARTS  
TYPE WHEELS

Price List No. 92

# WRITERS

PREMIER  
CO. GRADE

RICAN  
MACHINE  
PANY

ve. Newark, N. J.  
nd  
pal Cities  
blished  
880

The session concluded with a vote of thanks to Mr. Mitchell for the time and labor he had spent in bringing the meeting together, and it was unanimously agreed that the day was one of the most profitable those present had ever experienced, and that they felt well repaid for the expense of the trip and the time taken to get the movement started.

Various subjects have been suggested for discussion by the retailers, including chain store competition; direct selling by manufacturers, and also by wholesalers; effect of manufacturers' national contracts on the retail business; favored prices on large contracts by dealers having jobbing connections; minimum orders acceptable to certain manufacturers; "service charges" by some of the manufacturers; salaries and commissions to inside and outside salesmen; comparative analysis of overhead in different communities; pooling orders for standard items, either as an organization or in sectional groups; better buying vs. better selling, etc.

One of the matters discussed at the meeting had to do with the possible elimination of needless varieties, sizes and dimensions, patterns and models of staple goods. It was felt that a study of the subject of standardization would result in relieving retail stationers of many of the slow-moving, little wanted types and sizes of merchandise, reducing the amount of stock investment, providing more room for lines that move, and reducing overhead expense.

The thought was also brought out that there should be some way in which to acquaint manufacturers with the retailers' actual costs of distribution. No doubt manufacturers are already acquainted with the average figures, but too many fail to take these figures into account when arranging their discounts, with the result that the retail distributor cannot make a legitimate profit. It was believed that definite figures and vigorous representations would result in better discounts in many cases.

With regard to collective buying by districts and collective buying of large volume items by the organization as a whole, the thought was brought out that the selling cost of the manufacturer would be considerably reduced, perhaps making it possible for the manufacturers to sell to the members of the retail stationers association at a price that would permit the retailers to compete with the "direct to consumer" selling plan of some manufacturers, jobbers and wholesalers.

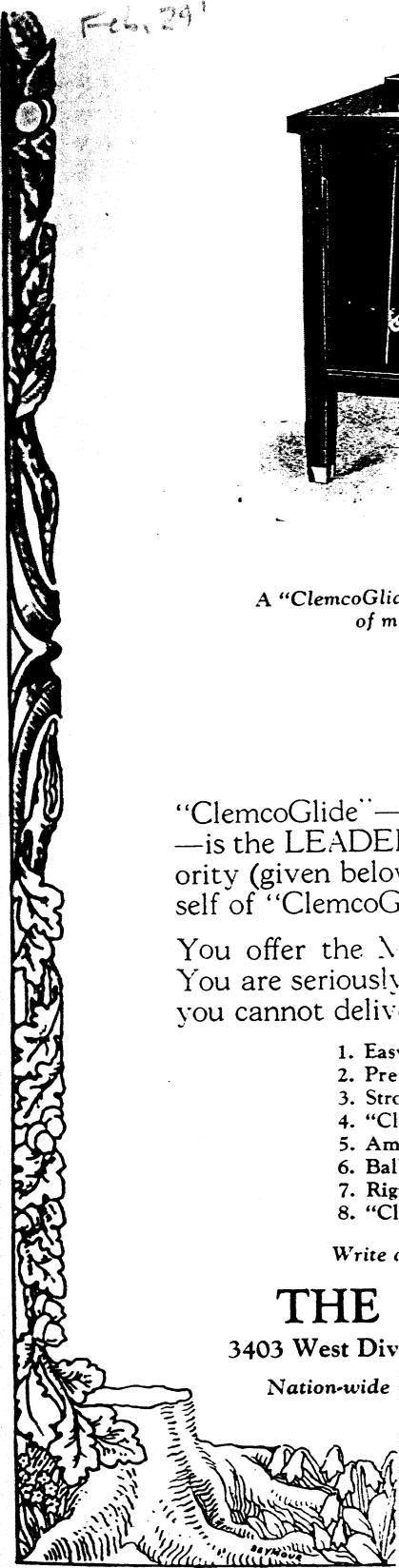
### Conklin Achieves New Color Creation

The Conklin Endura imperial purple and gold is the latest of the Conklin pens and pencils to bear the Conklin unconditional and perpetual service guarantee. It is an effective color combination, differing from the conventional. Imperial or royal purple and gold are the colors of luxury and authority, the use of which was once among the prerogatives of royalty.

The new pens and pencils are distinctive and pleasing. The pens will retail for \$5.00 each, the pencils for \$3.50, and the set for \$8.50.

People will never take off their hats to the money you have wasted.—Berloyalist (The Berger Manufacturing Company).

Feb. 29



A "ClemcoGlide" of me

"ClemcoGlide"—  
—is the LEADER  
ority (given below  
self of "ClemcoG

You offer the M  
You are seriously  
you cannot delive

1. Easy
2. Pre-
3. Stro
4. "Cl
5. Am
6. Bal
7. Rig
8. "Cl

Write c

## THE

3403 West Div  
Nation-wide

in the heels of this announcement...  
the effect that Samuel A. Neidich, president



SAMUEL A. NEIDICH

ed company, had been appointed manager of  
ablished supply departments of the Under-  
riter Company and of the General Office  
orporation.

Wagoner, president of Underwood Elliott-  
ting the announcements, said that the Neidich  
ded his company unbounded opportunity to  
es in the manufacture and sale of supplies for  
pewriters and Elliott-Fisher, Sundstrand and  
usiness machines.

and steady growth of the Neidich Process  
ce its incorporation in 1909," Mr. Wagoner  
tributable to the unexcelled quality of its prod-  
progressive manufacturing methods which  
breast of every advance in the machine indus-  
trvice which has anticipated and met the ever-  
ands of modern business.

ducts, this progressiveness and this service.  
tion of the Neidich interests and of the serv-  
eidich himself, are now placed at the disposal  
nderwood Elliott Fisher machines."

h, while assuming the management of the  
lliott Fisher supply departments, retains the  
d active directorship of the company bearing  
he Neidich plant at Burlington, N. J., will  
ations as heretofore with no change in the  
Distribution of its products will continue  
ch houses in New York, Philadelphia, Balti-  
Louis and through 300 jobbers both in the  
and abroad.

1, who was born in Carlisle, Pa., in 1875 and  
of Dickinson College and of the Massachu-  
e of Technology, entered the office appliances  
ess in 1899 through an incident which alto-  
ed his plans for a career.

er he had opened a Philadelphia office as con-  
nical and chemical engineer he sent out sev-  
form-letter announcements. These were such  
ns of typewriting that it became apparent to  
that there was much room for improvement  
f duplicating typewriting. It was not long  
lied for patents on the Neidich process, which  
printing circular letters on a job press through  
inked record.

ucts from the first were used by the Elliott-Fisher Com-  
pany. This concern outgrew its Philadelphia plant in two  
years and in 1906 moved to Burlington, N. J.

Three years later, the Neidich Typewriter Supplies Com-  
pany was superseded by the Neidich Process Company,  
which had functioned theretofore as a subsidiary. Thence-  
forward its history is a succession of achievements and  
advancements which carried it quickly to leadership in the  
industry. Under Mr. Neidich's astute direction, the com-  
pany has developed formulas for 500 different qualities of  
carbon papers and some 2,300 varieties of typewriter and  
other inked ribbons.

Mr. Neidich was recently re-elected president of the  
Carbon and Ribbon Exchange. Its membership repre-  
sents the makers of 75 per cent of all carbon papers and  
ribbons. The Exchange's work has involved development  
for its members of complete market reports, comparative  
cost reports, codes of trade practices, tariff protective rep-  
resentation, and other cooperative efforts which have  
proved of immeasurable advantages to the entire industry.

### Ansonia Novelty Company in Merger

January 1, 1929, The Atlas Manufacturing Company,  
New Haven, Conn., and The Ansonia Novelty Company,  
Ansonia, Conn., were merged to form The Atlas-Ansonia  
Company. The factory of the company thus formed is  
located at 54-62 Grant street, New Haven, Conn.

Before the merger, The Atlas Manufacturing Company  
made coat and hat hooks, shelf brackets, tin spoons and  
knife sharpeners in addition to doing a general wire form-  
ing business. The Ansonia Novelty Company produced  
pencil sharpeners, pencil clips, sewing thimbles, the "Rich-  
ard" oiler, glove dryers and other metal stampings.

The merged companies occupy a thoroughly modern and  
efficient manufacturing plant. The physical consolidation  
of the companies, the installation of new equipment, and  
the improvements that have been made possible by the con-  
solidation, enable the new company to take care of expand-  
ing business, and also to manufacture new items which  
will be brought out later in the year. The personnel of the  
two companies remains the same.

### L. C. Smith-Corona Offices to Be Moved

The daily press last month published a brief public an-  
nouncement to the effect that on March 1 the executive  
offices of L. C. Smith & Corona Typewriters, Incorporated,  
are to be transferred from Syracuse, N. Y., to New York,  
N. Y., where the company has acquired an entire floor in  
the New York Life Insurance Company building which has  
recently been erected at Madison avenue and Twenty-  
seventh street.

### Officers Elected by The Parker Pen Company

The official personnel of The Parker Pen Company,  
Janesville, Wis., as determined at a recent meeting, is as  
follows: George S. Parker, president; Russell C. Parker,  
vice president and treasurer; Kenneth Parker, vice presi-  
dent and assistant treasurer; Bruce M. Jeffris, secretary  
and comptroller; W. L. Clark, general sales manager.

The new board of directors comprises George S. Parker,  
Russell C. Parker, Kenneth Parker, B. M. Palmer, W. L.  
Clark, Howell W. Murray and Charles S. Pearce. Mr.

Feb. 29

Murray is a partner in the banking house of Messrs. A. G. Becker & Company; Mr. Pearce is president of the Colgate-Palmolive-Peet Company.

W. F. Palmer, who had been secretary and treasurer of The Parker Pen Company thirty-seven years, has retired and will reside in California. Incidentally, Mr. Palmer disposed of three-fourths of his holdings in the company. His 75,000 shares were listed recently on the Chicago Stock Exchange and the New York Curb. The Parker interests are disposing of none of their holdings, so that less than three-eighths of the capital stock is available for market listing.

#### Ault & Wiborg Organization Changes

With the opening of the new year there became effective two changes in the organization of the typewriter ribbon and carbon paper division of The Ault & Wiborg Company, of Cincinnati, Ohio.

R. W. Smith has been appointed manager of the carbon, ribbon, typewriter supplies, and writing fluid division of the company. He succeeds Mr. Moore, who has resigned.

The new management will have to assist it, in its efforts to serve the trade in an increasingly efficient manner, new equipment and manufacturing facilities which The Ault & Wiborg Company has just installed.

Another change in the Ault & Wiborg personnel is the appointment of K. N. Becker to succeed Mr. Drake as eastern representative for the typewriter ribbon and carbon paper lines of the company.

#### Philadelphia Stationers' Association

Christmas and its meaning had considerable attention at the regular monthly meeting of the Philadelphia Stationers' Association held January 10, 1929, at the Bellevue-Stratford hotel. As soon as the routine business was out of the way, President Francis B. Irwin felt moved to speak on Faith as the factor that produces results. Mr. Irwin mentioned that at Christmas time we feel a thrilling renewal of faith, in ourselves and in our fellow men, and we remember that it was faith that built our nation and brought into being our local, regional and National Stationers' associations. Others present followed Mr. Irwin's lead and spoke glowingly of the joys of Christmas.

Some time was given to the discussion of standardization of stationery items so as to eliminate slow moving and dead stock, which would enable the stationer to compete with the so-called small jobber. A suggestion that a night be arranged in which the older salesmen could give their street experience to the newer and younger men was favorably endorsed.—C. H.

#### Atlanta Office Appliance Association

At the annual meeting of the above-named association the following offices were elected for 1929: President, Joseph P. Fagan, Remington-Rand Company; first vice-president, E. P. Blackwell, The American Multigraph Sales Company; second vice-president, F. R. Wood, Felt & Tarrant Manufacturing Company; secretary and treasurer, E. F. Valentine, General Office Equipment Corporation.

#### Julius Schrick Fifty Years

In the magazine section of St. Louis Globe-Democrat, H tells the story of Julius Schrick a "temporary" job for half a

When Julius was nine years on errands by S. G. Adams. In Company, prominent office manufacturer in St. Louis, N. to Julius that he would be n mas rush. That was in Dece name still appears on the pa

On the twenty-fifth anniver tion with the S. G. Adams Co a costly silver service, a gif silver anniversary with the versary was commemorated v nition of his fifty years of fa

Mr. Schrick has always ei mates that during all of the more than ten working day record is hard to beat and s: Schrick keeping his "tempor five years and celebrating hi

#### Todd Company Adop

A calendar, dividing the ye of 28 days each has been ac of Rochester, N. Y., makers safety check papers.

The reasons for the adop cording to Walter L. Todd. are the same as those whi ponents of the thirteen-month While the Todd Company's radical changes as are propendar, the basic principle is:

"So far as our own busine concerned," Mr. Todd says. " or Gregorian, calendar is the number of days and in the n There is a difference of eleven of February and the length of four full working weeks; e variation entails an endless a ment in preparing comparat production and sales."

Adoption of the new cal became effective December period included December 31 January 26, 1929. All sales ances for expense, rent, inte budgets and periodical state new calendar and thus will of the progress or lack of given direction.

"Card Carrier" is the name of a card case recently perfected by A. A. Schramm & Company, 1112 Sansom street, Philadelphia, Penna. The case is designed to collapse and hold one card as efficiently as a thick pack. Any size social or business card in general use is held securely by the card holder without padding or binding. By collapsing



"CARD CARRIER" MADE BY  
A. A. SCHRAMM & COMPANY

as the number of cards in the holder decreases, "Card Carrier" prevents unnecessary bulking of pockets and increases the durability of the case. The cover flap is fitted with a pocket in which a memo pad can be carried if desired. When requested, the memo pad is supplied without extra charge.

"Card Carriers" are retailed at prices ranging from twenty-five cents to \$1.50. Stationers, engravers and printers are invited to write for further particulars and samples.

#### "Balance" for the Longhand Writer

The W. A. Sheaffer Pen Company, Fort Madison, Iowa, has announced an innovation in its "Lifetime" line of fountain pens and mechanical pencils. The "Balanced Lifetime" is called a radical departure from the conventional style of fountain pens and mechanical pencils which have been in use the past fifty years. It will in no wise supplant any standard Sheaffer items. The aim and achievement were to improve writing—to make it easier and less of a task. Exact balance is in play. The shape is entirely different, displaying the streamline which is a characteristic of the times. The center of gravity is changed. By the scientific distribution of materials the "balanced" pen and pencil offer perfect poise, and practically no resistance to comfortable, speedy writing.

The lines are graceful, the cap end of the pen being as exquisitely tempered as is the butt end. The pen, when

not in use, rests in an airtight cap. It embodies the characteristic Sheaffer heavy gold iridium tipped nib, constant fluid feed, and the "Waspalumin" double lever filling device making possible thorough collapsing of the sac. The pen has the propel, repel and expel feature. It is provided with an optical grade spring steel slip with smooth ball, which will not tear the pocket in removing or replacing.

The new Sheaffer "balanced" fountain pens and pencils are made in the "DeLuxe" black and pearl, jade green and jet black. Two sizes are available—the oversize with No. 8 nib and the smaller with the No. 7 nib. The retail pen prices are from \$8.25 to \$10.00 in the "DeLuxe" black and pearl numbers. The pencils retail at from \$3.75 to \$4.25 for the oversize "Titan."

The new "Balanced" line will be advertised extensively in magazines, newspapers and business papers throughout the year.

#### New Long Carriage Royal Typewriter

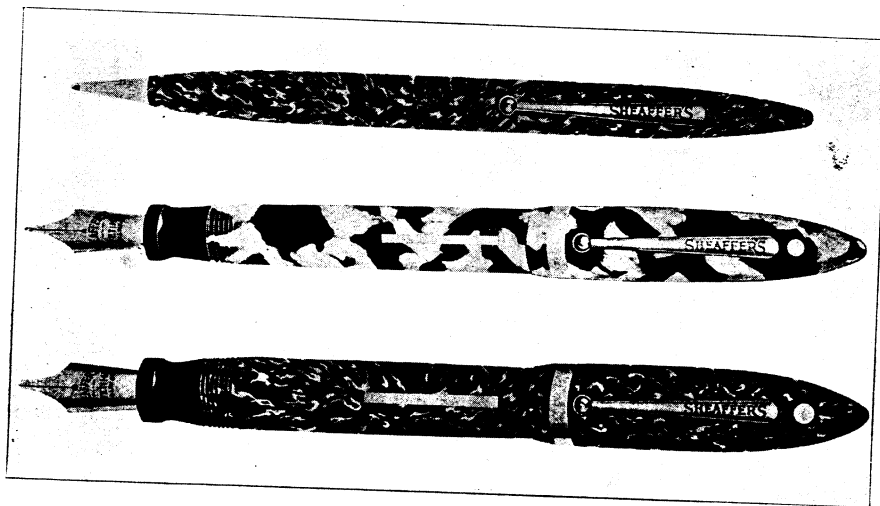
A segment shifting long carriage Royal typewriter is now among the products of the Royal Typewriter Company, New York, N. Y. After several years of research into the design and construction of long carriage machines this company contributes to the typewriter industry a machine designed to utilize the long carriage and still retain lightness of shift. Although this new product has adopted the segment shift, it remains of characteristic Royal design.

A rigidity of carriage design is one of the primary and fundamental objectives reached by this new machine. The carriage rail and ball bearing raceway is virtually a part of the original framework structure, since it is cast fast in brackets which are a part of the general frame casting. The raceway on which the ball bearing carriage moves is so securely locked to the rail brackets that it is as much a part of the machine as the brackets.

In shifting the type bar segment of the new machine use is made of the Royal geared ball bearing to provide ease of shift and minimum friction. Lightness and steadiness are likewise among the first advantages of the segment shift of this newly designed long carriage machine.

In the construction of the carriage rail, use is made of grooves of hardened and ground tool steel for ball race. This carriage rail is perhaps the longest and heaviest piece of steel used in typewriter rail construction. Yet by use of the Royal typewriter segment shift the carriage does not enter in to the shift process and therefore offers no resistance to the operator.

On the long carriage rail moves the longest of Royal carriages, by which a writing line from one end of the



SHEAFFER "BALANCED" FOUNTAIN PENS AND MECHANICAL PENCIL